



VISIT *Alexandria*

Patricia Washington

President & CEO, Visit Alexandria

October 28, 2021 - Alexandria City Academy

Mission

**To attract visitors that
increase revenues and
promote the City of
Alexandria and its assets**



VISIT
Alexandria

Visit Alexandria Board of Governors

Representatives from the following categories:

- Hotel
- Retail
- Restaurant
- Association
- Attraction
- Historic Preservation
- City Manager's Designee (currently Deputy City Manager Emily Baker)
- Mayor's Designee (currently Vice Mayor Elizabeth Bennett-Parker)
- Citizen At-Large





VISIT
Alexandria

Economic Impact of Visitors (50+ miles)

2019 data

\$881 million
in Visitor Spending

6,595
Jobs

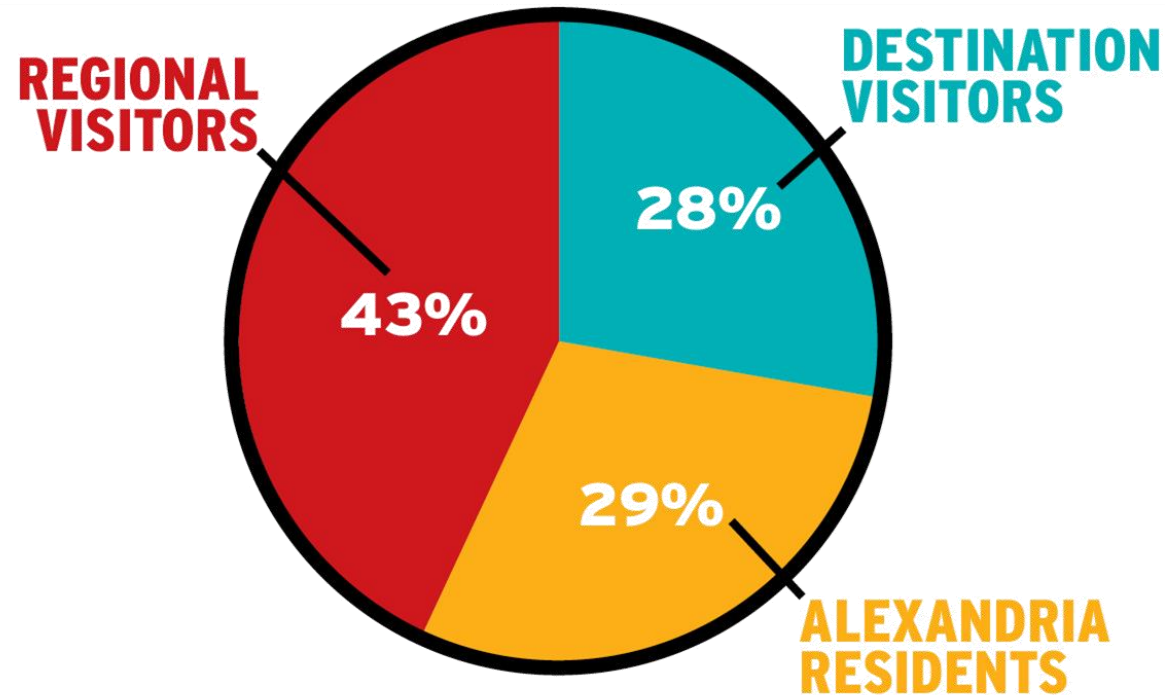
\$28.6 million
in Local Tax Receipts*

Source: *2019 Economic Impact of Domestic Travel on Virginia and Localities*, Virginia Tourism Corporation.

*Data is based on macroeconomic modeling and provides an estimate of receipts, not an accounting of actual taxes and receipts.



Non-Residents Pay 71% of Consumption Taxes

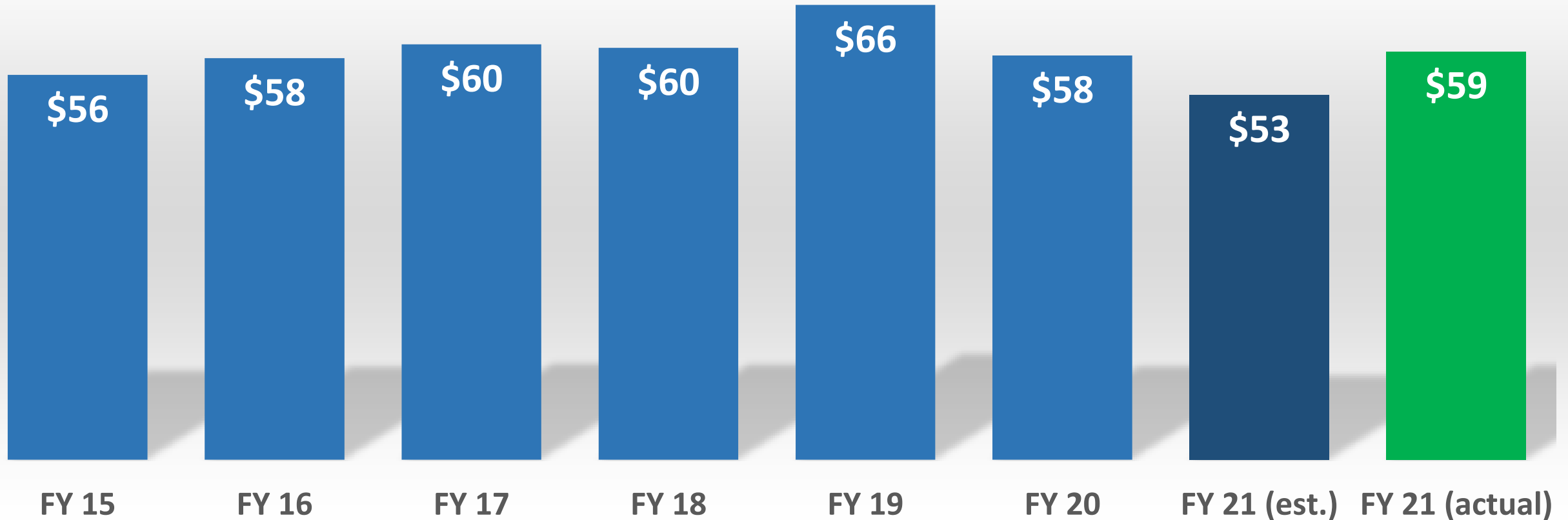


Source: 2016 Visa credit card sales, meals, and lodging transaction data, VisaVue



What's at Stake?

Sales, Restaurant & Lodging Tax Receipts (\$ million)

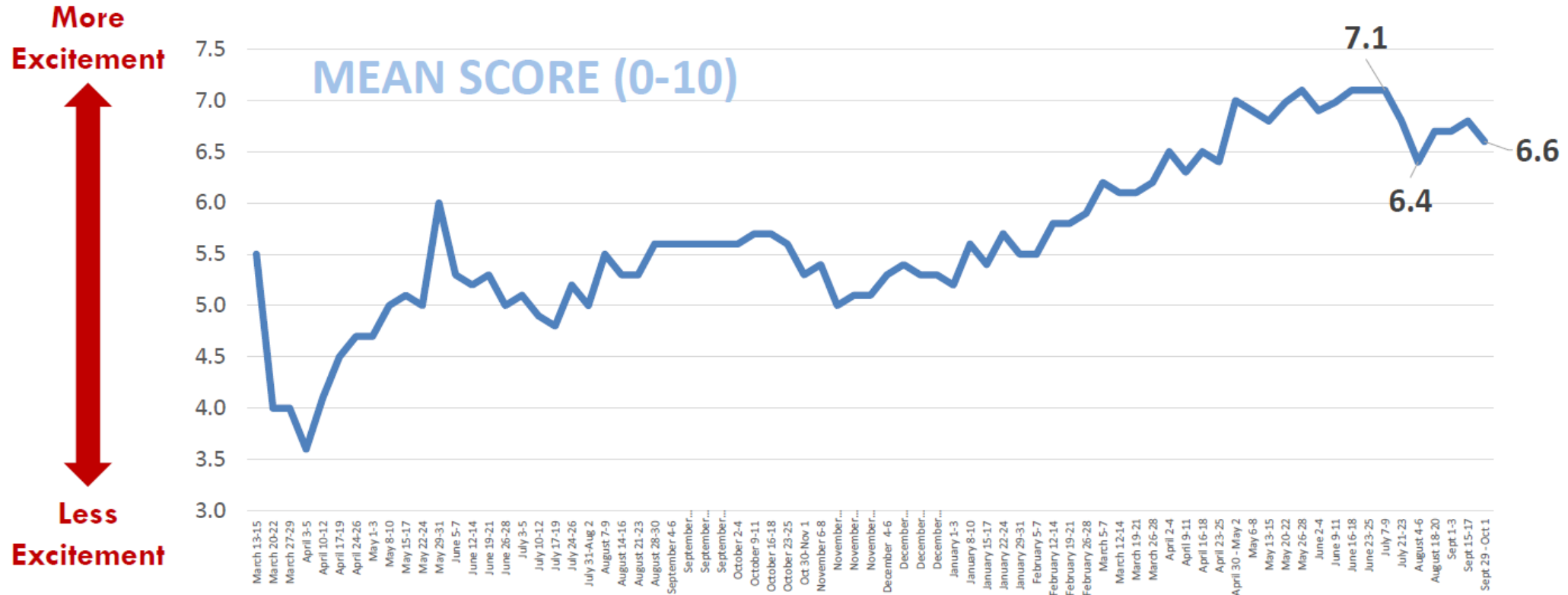


Sources: FY 15-21 Actual, City of Alexandria Revenue Dept.
FY 21 Estimate, City of Alexandria Approved FY 22 Budget

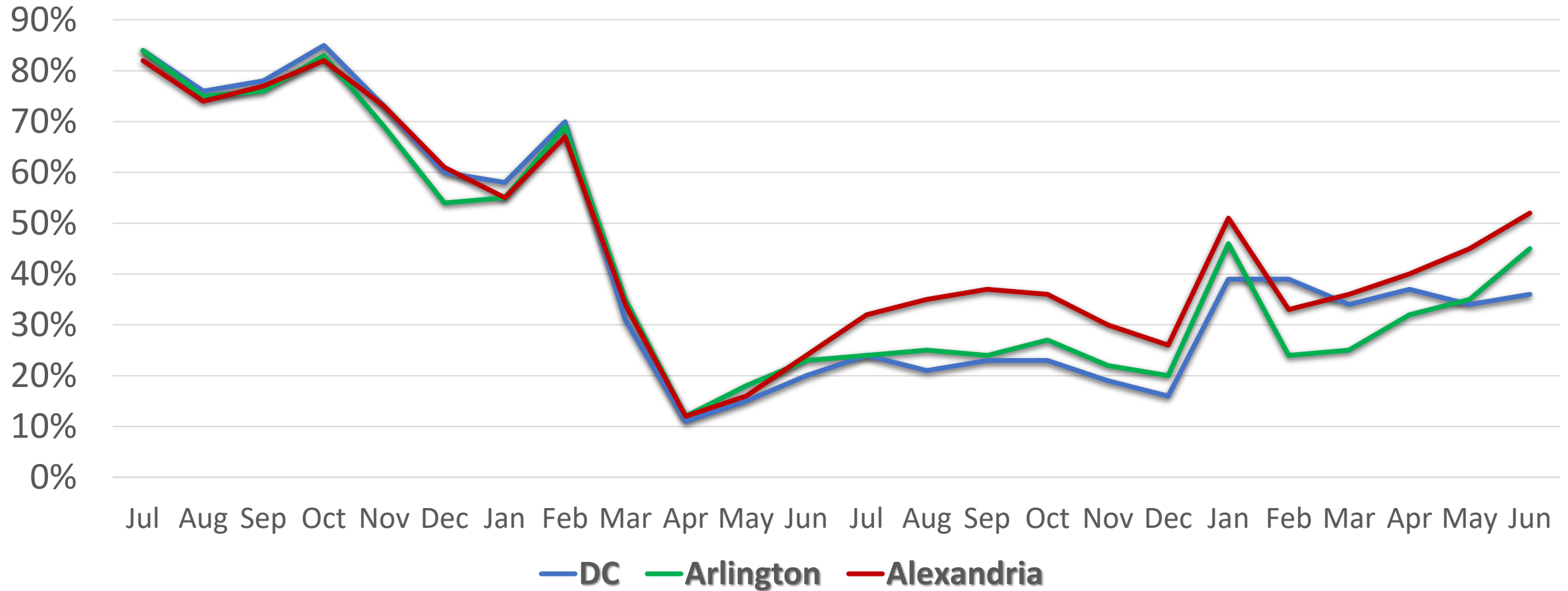


EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)



Alexandria Hotel Occupancy FY 20-21



Demand Shifts to Weekends (DC Region)

2019

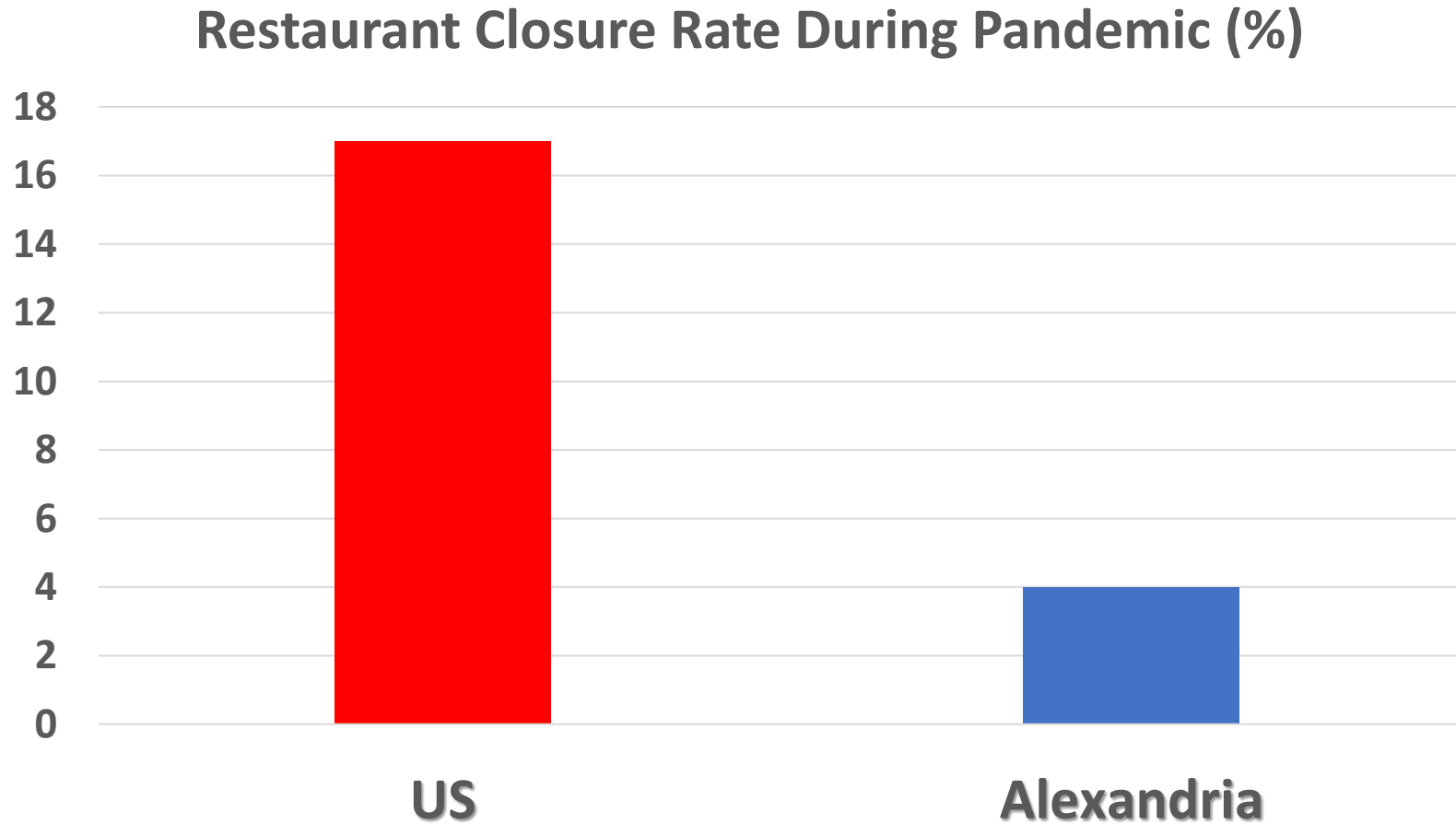
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8-Jun	74	93	97	96	88	79	83
15-Jun	76	96	98	96	84	74	75
22-Jun	67	90	97	96	92	92	92
29-Jun	85	94	96	93	85	77	79
6-Jul	54	58	57	76	95	86	80
13-Jul	60	79	91	93	87	80	83
20-Jul	77	93	97	96	87	86	90
27-Jul	76	91	96	93	86	89	92
3-Aug	69	84	89	85	85	87	89
10-Aug	73	80	80	78	72	74	78
17-Aug	62	78	82	79	77	77	84
24-Aug	63	76	84	85	76	76	78
31-Aug	54	66	71	71	65	78	90
7-Sep	64	37	57	77	74	68	71
14-Sep	64	89	96	96	89	84	82
21-Sep	67	87	97	97	90	76	80

2021

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5-Jun	47	23	22	25	27	35	41
12-Jun	27	27	29	30	32	43	50
19-Jun	31	31	33	34	36	48	53
26-Jun	33	35	38	39	42	52	56
3-Jul	34	35	35	33	35	49	64
10-Jul	63	30	31	33	36	45	49
17-Jul	34	37	42	44	45	54	61
24-Jul	39	42	44	44	43	52	58
31-Jul	45	43	41	41	44	55	60
7-Aug	39	40	41	42	50	63	68
14-Aug	43	35	36	37	42	56	62
21-Aug	36	33	36	39	44	58	65
28-Aug	39	33	35	38	42	55	59
4-Sep	30	28	31	30	33	53	69
11-Sep	53	26	25	30	37	49	55
18-Sep	34	36	37	35	39	50	60

Source: STR, 2021 © CoStar Realty Information, Inc. 32

Keeping Small Business in Business



Sources: National Restaurant Association, Alexandria Revenue Department

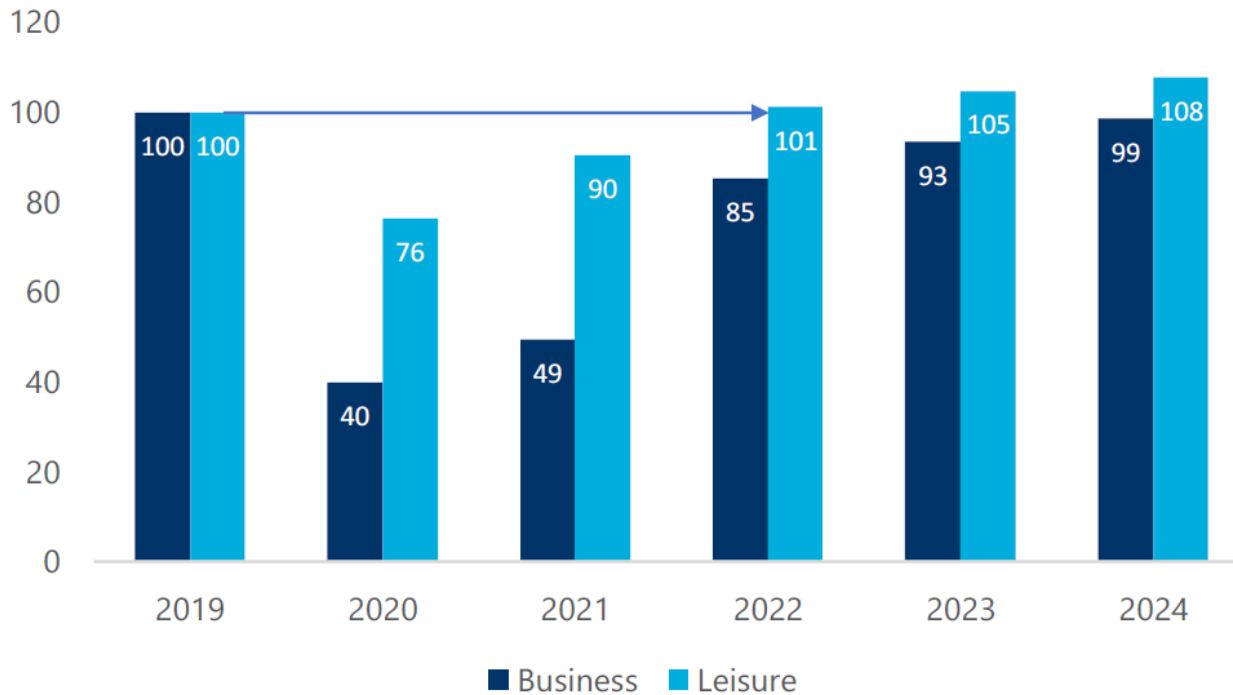


The Big Picture: US Forecast

Leisure travel will fuel the recovery

Business and leisure trips

Index (2019=100)



**Leisure back to 2019 levels
in 2022**

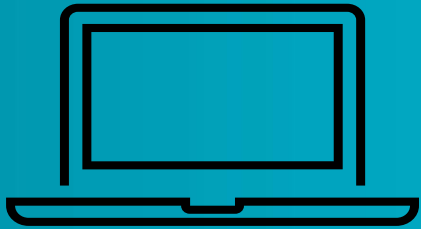
**Business nearly back in
2024**

Note: Only domestic trips

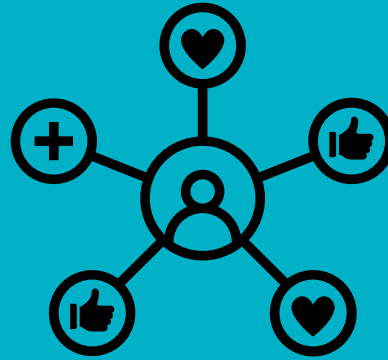
Source: U.S. Travel Association, Tourism Economics

Fiscal Year 2021 Performance

July 2020 - June 2021



Web Visits
2.3 million
+ 8%



Social Media Followers
165,000
+ 8%



Press Hits
1,000+
(5 straight years)

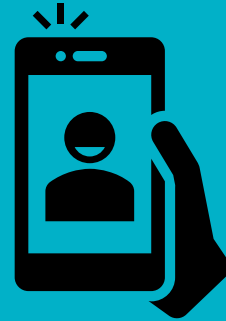


Fiscal Year 2021 Performance

July 2020 - June 2021



Blog Pageviews
785,000
+ 31%



Digital Marketing
Impressions
125 million
+ 110%



405 Members
+ 5%



Media Coverage: 1,000+ Stories

Condé Nast
Traveler

ESSENCE



Southern Living

**TRAVEL+
LEISURE**

woman's day

**O THE OPRAH
MAGAZINE**

Fodor's Travel

The Washington Post

Roadtrippers



Forbes

Pathfinders
The Travel Magazine for People of Color

**BUSINESS INSIDER
INDIA**

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Promotions: Hotel Packages

**LOVE
YOUR
SUMMER**

HOTEL PACKAGE

**WITH UP TO
\$200
IN ADDED VALUE**



BOOK NOW

Alexandria
EST. 1749

Alexandria EST. 1749

MEETINGS GROUPS WEDDINGS PRESS ROOM Search

THINGS TO DO RESTAURANTS OLD TOWN HOTELS PLAN

HOTELS

LOVE YOUR SUMMER HOTEL PACKAGE

Just minutes away from Washington, D.C. and named a *Top 5 Best Small City in the U.S.* by the Condé Nast Traveler Readers' Choice Awards, Alexandria is the perfect destination for a summer road trip or weekend getaway. Stroll the King Street mile in Old Town, shop at one-of-a-kind boutiques, toast the weekend at independent restaurants, and enjoy waterfront experiences across dining, arts, history and outdoor space.

From May 21 to October 31, 2021 enjoy hotel rates starting as low as \$83 per night with the Love Your Summer hotel package, inclusive of up to \$200 in added value.

The Love Your Summer Hotel Package Includes:

- Unlimited ride two-day City Cruises anchored by Hornblower adult passes for two, valid on the *Monuments Cruise* and the *Water Taxi* (\$80 value)
- Free overnight hotel parking (up to \$60 value for two nights)
- Free Key to the City museum passes for two, which can be used for admission at 9 area museums and historic sites plus 40% off at George Washington's Mount Vernon and tall ship Providence (up to \$80 in combined value). (Note that some attractions remain closed or are operating at limited capacity. See [what's open](#) in Alexandria now.)

*Valid on reservations made for May 21 to October 31, 2021. Two-night minimum. May be restricted at some hotels to rates on Friday, Saturday or Sunday. Availability is limited. Vouchers will be provided at check-in which can be redeemed at the Alexandria Visitor Center (221 King St.) for Key to the City passes and at City Cruises ticket booths for water taxi passes.

Those not yet fully vaccinated are required to wear a face mask in shared indoor and outdoor public settings. All visitors must wear masks when required inside certain businesses.

Summer in Alexandria

From new waterfront happenings to bike rides down historic streets, there are endless ways to enjoy summertime in Alexandria.

[Explore More](#)

Participating Hotels

 The Alexandria Old Town Alexandria As low as \$139 per night	 Courtyard Alexandria Old Town Southwest As low as \$114 per night	 Embassy Suites Alexandria As low as \$129 per night
 Hampton Inn & Suites Alexandria Old Town South As low as \$99 per night	 Hilton Alexandria Old Town As low as \$139 per night	 Hilton Garden Inn As low as \$129 per night
 Hilton Alexandria Mark Center As low as \$83 per night	 Holiday Inn Hotel & Suites - Old Town As low as \$99 per night	 Hotel Indigo Old Town As low as \$144 per night
 Morrison House, Autograph Collection As low as \$139 per night	 Residence Inn Old Town / Duke Street As low as \$132 per night	 Sheraton Suites Old Town As low as \$125 per night
 Springhill Suites Old Town Southwest As low as \$119 per night	 Westin Alexandria Old Town As low as \$129 per night	

- 19,000+ referrals to participating hotels
- 260,000+ page views

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Promotions: Retail



**SHOW
LOVE.
SHOP
LOCAL.**

Alexandria
EST. 1749

Learn more about ways
to support local businesses at:
VisitAlexandriaVA.com/ShopSmall



**ALEXANDRIA
SHOP SMALL
WEEK** NOV 26 - DEC 2

NOV 26	NOV 27	NOV 28	
PLAID FRIDAY Alexandria's Small Business Black Friday	SMALL BUSINESS SATURDAY Special discounts & prizes	MUSEUM STORE SUNDAY Save 20% at participating museum stores	
NOV 29	NOV 30	DEC 1	DEC 2
CYBER MONDAY Online offers & free shipping from participating stores	GIVING TUESDAY A percentage of your purchases will be donated	GIVEAWAY WEDNESDAY Follow @VisitAlexVA for a chance to win	MOONLIGHT MERRIMENT Shop after hours and view lighted buildings on King Street

It's the biggest week of the year in the region's top
Shop Small destination! Learn more about deals, promotions
and giveaways at nearly 50 Alexandria boutiques at
AlexandriaShopSmallWeek.com

Alexandria EST. 1749  **DEL RAY** Where Main Street Still Exists  

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Promotions: Restaurant Weeks

ALEXANDRIA
RESTAURANT
WEEK **TO-GO**

TWO WEEKS JAN 22-FEB 07

Bring Alexandria Restaurant Week home and enjoy special menus from **60+ restaurants.**

#ALXRestaurantWeek

\$49
takeout dinners for two

Plus, \$25 takeout dinners for one.



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FY 2022 Plans



Expanded Advertising



- 34% increase in advertising investment due to ARPA funds from City
- New tactics: Streaming audio and Expedia
- New audiences: Black travelers and Spanish-language
- Expanded high-efficiency tactics: YouTube, social and native
- Relaunching “Stay in the Moment” campaign



Stay in the Moment Ad Campaign

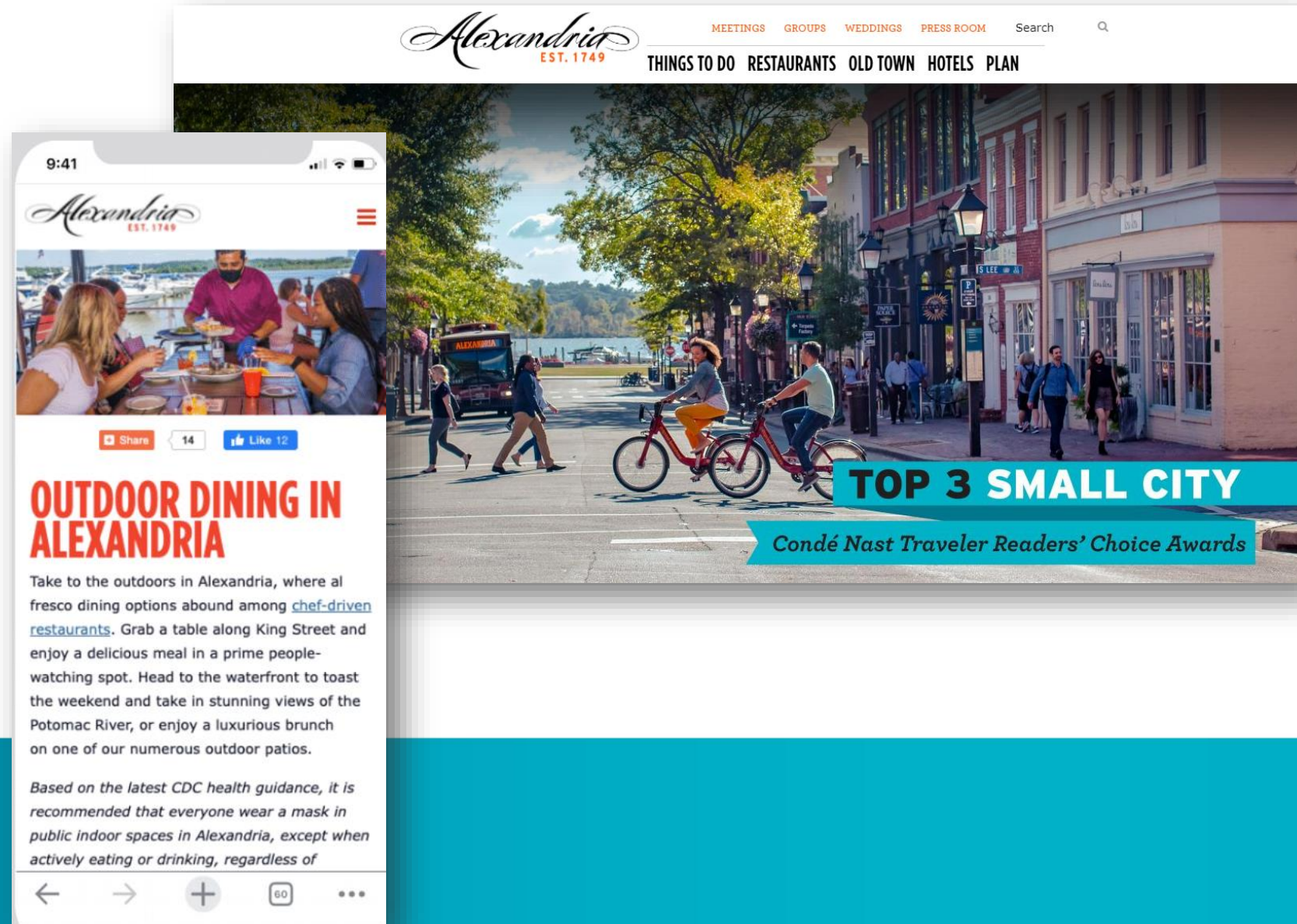


Watch the 15-second “Stay in the Moment” video ads [here](#), [here](#), and [here](#).

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Launch New Website – Spring 2022

- Mobile-first design
- Faster page speed
- Higher search rankings
- Enhanced mapping
- Inspirational visuals



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Leverage Condé Nast Top Small City

Condé Nast Traveler Names Alexandria a Top 3 Best Small City in the U.S. in 2021

More than 800,000 filled out surveys for the magazine's 34th annual Readers' Choice Awards.

BY ALEXANDRIA LIVING MAGAZINE STAFF

OCT. 05, 2021 6:52 P.M.



Watch the 15-second “Top Small City 2021” video ad [here](#).

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Events Return



Meetings Focus



- Retention of regional annual meetings
- Increase in-person site visits and destination FAMS: *4 out of 5 ultimately book*
- Industry collaboration (PCMA, MPI, CVBReps)
- Collaboration with National Harbor
- Prioritize solicitation on major economic drivers

“Visit Alexandria has done a great job keeping up with regular client events where we were able to meet on Zoom calls, have fun activities, and connect with their members. They really have kept those relationships going despite everything that has happened.”

- Vicki Lindberg, Meeting Planner with Association Headquarters

2022-23 Official Visitor Guide & Map

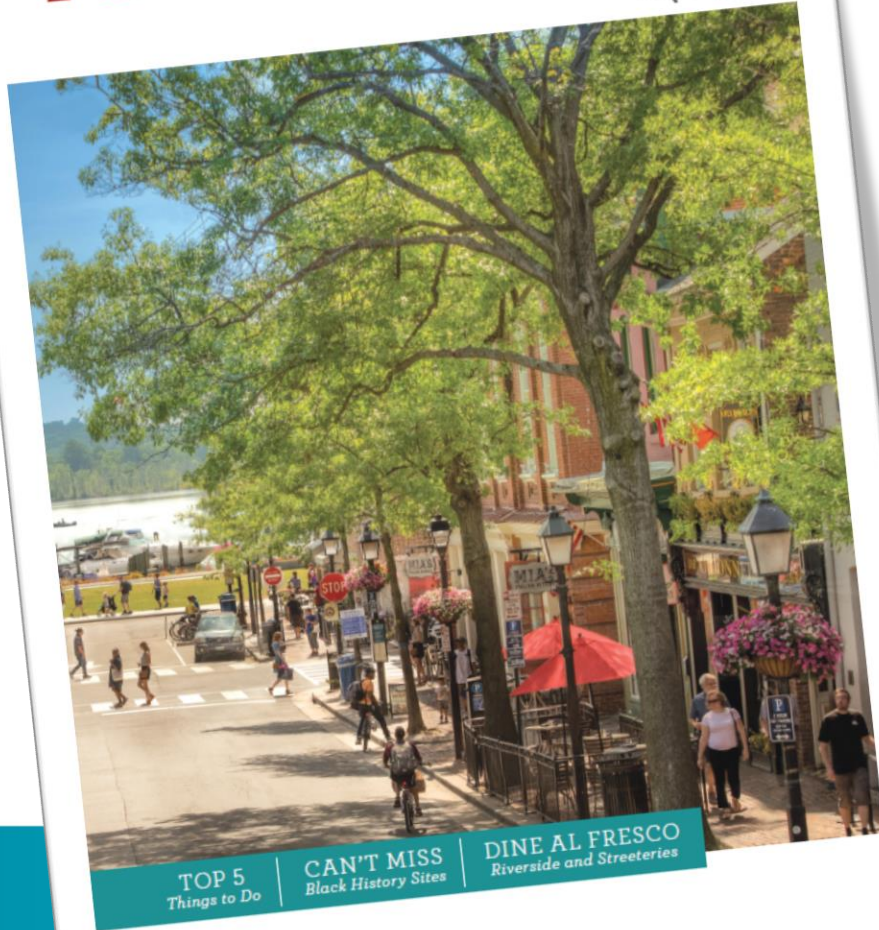
Official Visitor Guide & Map 2021-22

ALEXANDRIA

VisitAlexandriaVA.com

Alexandria
EST. 1994

- New publisher Madden Media
- 250,000 copies
- 95 locations from NYC to DC to VA Beach



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FY 22 Content Highlights

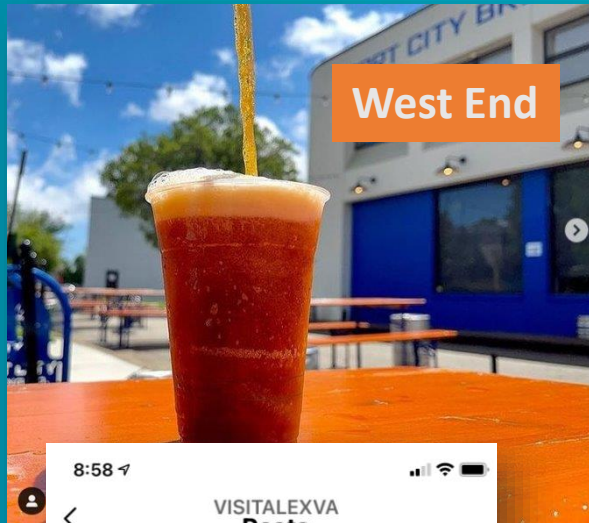


- Waterfront
- Outdoor experience
 - Dining
 - Tours
 - Public art
 - Meeting spaces
- Shopping
- Inclusive history
- Weddings

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Neighborhood Promotions

West End



visitalexa — This giveaway is now CLOSED. Congrats to the winner @em.rundt! —

⚡ GIVEAWAY ⚡ Alexandria's West End is the city's headquarters for award-winning craft beer, international cuisine and places to enjoy the outdoors. To help you discover what's new and happening in this neighborhood, we're giving away an **Alexandria Neighborhood Getaway!**

Winner gets a weekend two-night stay for two courtesy of the Hilton Alexandria Mark Center PLUS a \$50 gift card from your choice of THREE of the following businesses:

Liked by getfitsstudio_va and 2,483 others

JUNE 2

Add a comment... Post

Carlyle

visitalexa — Alexandria, Virginia

1,737 likes

visitalexa — CLOSED. Congratulations @melatcompass on winning! — ⚡ GIVEAWAY ⚡ Alexandria's Carlyle and Eisenhower Valley are a contemporary counterpart to historic Old Town where you can sip Virginia-made cider and explore African American heritage sites.



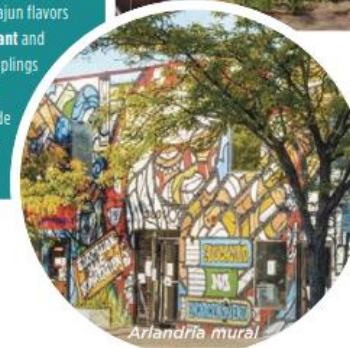
Things to Do Now in Alexandria's Old Town North Neighborhood

BY CAROLINE SECREST APRIL 25, 2021 15587 VIEWS



EXPLORE ARLANDRIA

Just north of Del Ray in Arlandria, find powerful murals, world-class acts playing at **The Birchmere** and regionally acclaimed restaurants. Also called "Chirilagua" after many community members' Salvadorian region of origin, the neighborhood offers Salvadorian and Mexican fare at **El Pulgarcito**, Cajun flavors from **RT's Restaurant** and crave-worthy dumplings from **Royal Nepal**. Grab a drink outside at **Hops N Shine** or **Northside 10**.



DEL RAY

>> Artsy, community-minded, relaxed

Del Ray marches to the beat of its own drum with a passion for wellness and a creative streak energizing made-for-strolling Mount Vernon Avenue.

» From Visitor Center
2 miles

» Drink

» Can't-Miss
• Art deco architecture

Diversity, Equity & Inclusion



- Black history, travel, culture and businesses
- Ethiopian and more African diaspora communities, cultural experiences and businesses
- Hispanic community, cultural experiences and businesses
- Asian American and Pacific Islander community and business owners
- Indigenous culture, art and history
- BIPOC travel scorecard
- City of Alexandria Racial and Social Equity Core Teams participation



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Spanish Language Campaign



Resulta que una de las mejores ciudades pequeñas de Condé Nast Traveler estaba justo al lado todo el tiempo. Compre y camine por la milla de King Street, donde encontrará más de 200 tiendas y restaurantes independientes. Pasee por la costa para ver el nuevo arte público, haga una excursión a bordo de un barco histórico y luego cene a orillas del río Potomac.



Alexandria
EST. 1749

Descubra las mejores cosas para hacer en Old Town y en otros vecindarios de Alexandria en

— VisiteAlexandria.com

Una de las 5 Mejores Ciudades Pequeñas en EE. UU. -Condé Nast Traveler Readers' Choice Awards



Pasee por calles históricas. Visite una boutique independiente. Cene junto al agua.



VISITEALEXANDRIA.COM

Descubra Alexandria

Compras, cocina, historia, arte

LEARN MORE



LAS MEJORES COSAS PARA HACER EN ALEXANDRIA

Nombrada una de las 5 mejores ciudades pequeñas de EE. UU. por tres años consecutivos según los premios Readers' Choice Awards de Condé Nast Traveler, Alexandria es una escapada de fin de semana acogedora muy próxima a la capital de los EE. UU. Estas son las experiencias imperdibles de Alexandria que puede agregar a su itinerario.

Según las pautas de salud más recientes de los Centros para el Control y la Prevención de Enfermedades (Centers for Disease Control and Prevention, CDC), se recomienda que todos usen una mascarilla en espacios interiores públicos en Alexandria, independientemente del estado de vacunación. También lleve una mascarilla para espacios al aire libre muy abarrotados.



1. Pasee por King Street, nombrada una de las mejores calles de Estados Unidos

La arquitectura centenaria, las calles bordeadas de edificios, los callejones empedrados y un dosel de luces coloridas durante el invierno hacen que pasear por King Street sea lo principal para hacer en Albuñeda. Explora docenas de restaurantes y hoteles independientes, o dít un paseo en el tranvía gratuito de King Street.



2. Disfrute de un crucero turístico o un taxi acuático

Como una histórica ciudad portuaria y un centro para [Cruz](#)
[Cruz](#) anchored by [Hornblower](#), Alexandria es el punto de
 partida para los [cruceros](#) [históricos](#) y los [baños](#) [acústicos](#), con
 embarque en el animado puerto deportivo de Old Town con
 artistas callejeros y dentro al aire libre. Vea los lugares de interés
 nacionales en el nuevo [Cruero](#) por los monumentos, tome
 té acústico hasta D.C. o tome un [crucero](#) hasta [George](#)
[Washington's](#) [Second](#) [Verano](#) y [National](#) [Historic](#) D. Cruise a bordo de
 los [Proyecto](#) [Providence](#) para ver cómo era la vida en un [Historia](#)
 Anillo [Voyage](#)



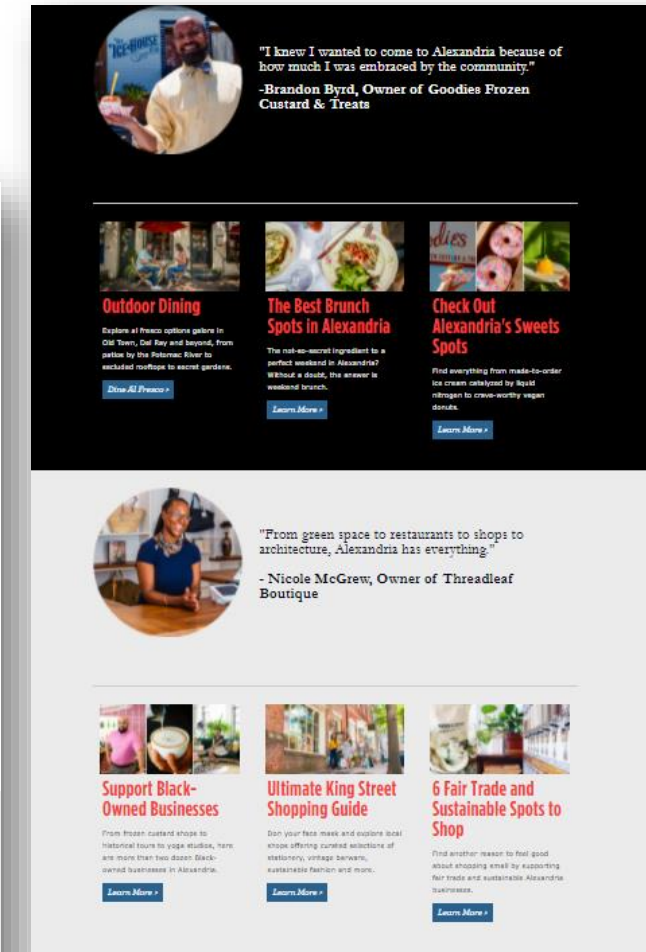
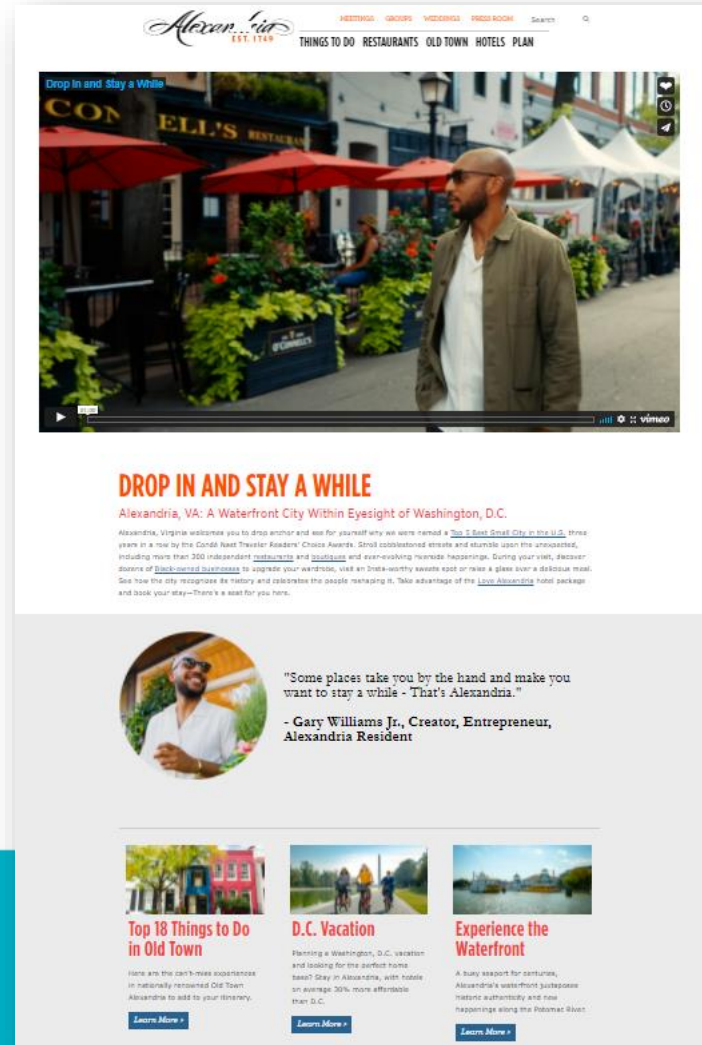
3. Experimente la historia donde sucedió

Alexandria es una ciudad que prende a la imaginación estadounidense y está llena de historia. Explore las excavaciones a pie al aire libre de [Alexandria the Great](#) y viviente la historia y la cultura afroamericana de Alexandria con [HarambeeBnB Tour Company](#). Visite [Carter's House](#), una mansión georgiana y centro social del siglo XVIII, [Gadsden's Tavern Museum](#), que fue sede de

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Drop In Campaign

- \$109 billion Black travel audience*
- Work with a Black-owned creative firm: Creative Theory Agency
- Highlight Alexandria's strengths and our welcoming community
- Highlight Black-owned businesses and Black History sites
- Collect new photo/video assets to be used across other campaigns



*Source: MMGY Global

Drop In Campaign

:60 Video Ad



Watch the :60 “Drop In” video ad [here](#).

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Ways You Can Get Involved

- Find out how to support local businesses and stay up to date on the latest happenings by following our:
 - **VisitAlexandriaVA.com** website
 - Social media and blog (see to the right)
- Sign up for our Alexandria Insider e-newsletter at **VisitAlexandriaVA.com/ENews**
- Hold your next meeting (large or small) in Alexandria. Contact our sales team at **CBHebble@VisitAlexVA.com** for assistance.
- Plan an Alexandria wedding. Contact **LChase@VisitAlexVA.com** for assistance.
- Be ambassadors for Alexandria as a top destination



An aerial photograph of the Alexandria waterfront at sunset. The sun is low on the horizon, casting a warm orange glow over the city. In the foreground, numerous boats are docked at a long pier. Behind the pier, several large buildings line the waterfront, including a prominent white building with a clock tower and a large brick building with a green roof. The city skyline is visible in the background under the twilight sky.

VISIT *Alexandria*

VisitAlexandriaVA.com | #visitALX

Thank you.